

MFA Narrative

1. Project Design

Two years ago, using funding support provided by the MetLife Foundation and the Steele-Reese Foundation, the Kentucky Folk Art Center initiated a comprehensive museum education called "Down from the Mountain." Aspects of this project were developed in partnership with the Kentucky Center for Traditional Music. To date, this program has reached more than 17,000 Kentucky public school students, and teacher response has been overwhelmingly positive.

The program includes traveling tabletop exhibitions about Kentucky folk art and traditional music, an oral history project for middle school students, educational concerts, and publication of "An Educator's Guide to Kentucky Folk Art and Traditional Music." The successes of this program and requests from teachers for additional services have led us to this grant application.

It is our goal to purchase at least 60 30 GB, Apple iPods and using existing KFAC digital images, video, and sound to create traveling digital exhibitions for schools. The iPod exhibitions will be built from existing digital information. These exhibitions will be geared toward grades 6-9, and the technology will make them attractive to student users. The iPod exhibitions will be accompanied by printed curriculum guides, which will be tied to Kentucky's state mandated curriculum requirements. We will provide one-on-one training for teachers who are unfamiliar with the technology. There will no cost to participating schools.

We will advertise the availability of the iPod exhibitions to schools at the beginning of the 2007/08 school year. Schools will be scheduled on a first come, first served basis. Participating schools will receive 30 iPods. The iPods will contain up to four exhibitions each (see attached "Slow Time" catalog for examples of exhibition content), and students will be able to navigate through films presenting the artists talking about their work, images of the work, and traditional music. All of this material is already in existence and restructuring for upload to the iPods will be simple. The iPod exhibitions will be accompanied by curriculum booklets with usage instructions and lesson plan ideas. After participating, teachers will be surveyed evaluate the project and to allow KFAC to make any adjustments as the project proceeds. The iPod exhibitions will return to KFAC during the holiday break to allow us to inspect equipment and make changes.

The iPods will travel in two custom made padded cases and will be shipped via UPS from school to school. There will be no shipping cost to the schools. Scheduling and administration of the program will be managed by KFAC's Museum Educator. The Museum Educator will also provide teacher support, traveling to the schools upon request.

2. Grant Program Goals

The goal of this grant program is to make up to 6 digital iPod exhibitions available to at least 5,000 students over the two-year grant period. The Kentucky Folk Art Center is the only art museum in Kentucky's Appalachian region. Here, most schools are severely underserved in the area of arts and music education. It is one of our primary goals to support and improve arts and cultural education opportunities throughout our region. Often times, several schools within a district share a single art or music teacher. The proposed iPod exhibitions will be a valuable tool for these educators, especially when used in conjunction with other program offerings.

As the only art museum in the region, we wish every school had the opportunity to visit here, and school tours are always provided at no charge. However, given schools' limited resources, we understand that it is impossible for most to plan annual visits to KFAC. By offering the proposed iPod exhibitions, we can give teachers another feasible less costly option. Through these exhibitions, students will experience art and music generated by contemporary Kentuckians.

3. How the Project Fits into Strategic Plan and Mission

This project fits directly into KFAC's mission of providing cultural and educational services in East Kentucky. And, the top goal in our Strategic Plan is to improve cultural opportunity and education in the region, in large part, through the administration of an effective museum education program. This project's connections to our Strategic Plan could not be clearer or more important.

We serve a primarily rural community with limited access to cultural opportunities. When a group of high school seniors from any county in the region visits KFAC, it is often the first time that 90% will have visited a museum. And, while we wish that every student in the region could visit the Center, we understand that limited resources make this an impossibility. Therefore, effective outreach is absolutely vital as we strive to promote and preserve our region's rich cultural heritage. We want to use the arts indigenous to this region to improve student access and opportunity.

4. Strategic Plan: Process and Financial Resources

The Kentucky Folk Art Center's strategic planning process is part of the broader strategic planning process at Morehead State University. A new university strategic plan was released last year, and KFAC established new goals, objectives, and assessment models within the framework of that plan. To do so, KFAC's senior administration (Director and Curator) worked with the Office of the Vice President for University Relations, the Office of Planning and Budgets, and the Friends of the Kentucky Folk Art Center advisory board. Responses from the general public to the entire University plan were solicited during an open comment period and may be continually submitted online. The goals and objects established by KFAC will be assessed using established criteria at the end of the 2006/07 fiscal year. Changes to the goals and objectives will be based upon those assessments.

Morehead State University and the Kentucky Folk Art Center establish funding priorities based upon the mission, goals, and objectives put forth in the strategic plan. The last sentence of the MSU mission statement reads, "MSU is dedicated to improving the quality of life while preserving and promoting the unique cultural heritage of East Kentucky." Clearly, KFAC is central to the University's mission. More than two-thirds of KFAC's base funding (over \$219,000 for the current fiscal year) is provided by Morehead State University. This lends a stability to our organization that we otherwise would not have.

5. Appropriateness of Project for Institution, Audience

The audience for this project is composed of public school students, primarily those in grades 7-9. The project will introduce these students to contemporary folk art, Appalachian Music, and other diverse cultures. The technology should be appealing to the students, and this will be artwork and related information like they have never had access to before. It will allow them to see the wonderful work produced by artists from their home region and also to become familiar with art produced in the urban areas of the state.

Being in Appalachia, our region's population is largely Caucasian, over 95% in most counties. Rates of poverty and unemployment far exceed the national averages. High school dropout rates remain high. The region has largely missed out on the benefits of globalization as it struggles to find new economic models to replace agriculture and the extraction industries of mining and logging. Even after more than 100 years in existence, over 50% of Morehead State's incoming freshmen are the first in their families to attend college. The public school audience targeted by this project is one that will benefit immensely from this kind of exposure to visual folk art, traditional music, and documentary film making. It is also an audience that is key to both our mission and strategic goals.

6. Project Resources: Time & Budget

The time frame for this project encompasses two school years, and it should allow the project to reach 4,500 – 5,000 students during that time. It will be coordinated closely with other aspects of KFAC's museum education program including traveling exhibitions and oral history projects. KFAC has two years experience managing an ongoing, successful education program.

The proposed budget for this project has been kept to a minimum. KFAC, like most small and mid-sized museums, has extensive experience working with tight budgets. To date, we have never failed to meet any program goals within the parameters of our programming budgets. Most requested grant funds will be used to purchase hardware and to provide shipping. KFAC's staff is fully competent to address other aspects of the program such as building the digital iPod exhibitions without the use of outside services or consultants. All film and graphic design work at KFAC is done in-house.

7. Project Resources: Personnel and Technology

The iPod exhibitions will be designed primarily by KFAC's Museum Educator, Christy Herring. Christy holds an M.A. in Art and teaches graphic design at Morehead State. In the past eighteen months, she has undertaken numerous, successful design and video projects at KFAC, in addition

to managing our educational program. Christy has effectively managed all scheduling, off-site, and on-site education activities, and communications with teachers at KFAC. KFAC already possesses all of the hardware and software to make the design of this project possible, thereby limiting costs and saving time.

KFAC's Director Matt Collinsworth will oversee the administration of the project and consult concerning the projects design. Matt has been with KFAC for more than three years. He has assisted the curated with numerous exhibitions, has significant experience in project administration and graphic design, and spearheaded the development and funding of KFAC's existing educational program.

During the first year of the project, KFAC's Curator Adrian Swain will consult on the project design and exhibition selections. Adrian has 19 years experience working with folk art at Morehead State. He has curated dozens of exhibitions and is a nationally recognized authority on contemporary American folk art.

BUDGET FORM: Section B, Summary Budget

	\$ IMLS	\$ Cost Share	\$ TOTAL COSTS
1. Salaries and Wages		\$19,468.00	\$19,468.00
2. Fringe Benefits		\$5,840.00	\$5,840.00
3. Consultant Fees			
4. Travel			
5. Supplies and Materials	\$16,910.00		\$16,910.00
6. Services	\$1,800.00	\$640.00	\$2,440.00
7. Student Support			
8. Other Costs			
TOTAL DIRECT COSTS (1-8)	\$18,710.00	\$25,948.00	\$44,658.00
9. Indirect Costs	\$0.00	\$9,636.00	\$9,636.00
TOTAL COSTS (Direct and Indirect)	\$18,710.00	\$35,584.00	\$54,294.00

Project Funding for the Entire Grant Period

1. Grant Funds Requested from IMLS	\$18,710.00
2. Cost Sharing:	
a. Applicant's Contribution	\$35,584.00
b. Kind Contribution	
c. Other Federal Agencies*	
d. TOTAL COST SHARING	
3. TOTAL PROJECT FUNDING (1+2d)	\$54,294.00
Percentage of total project costs requested from IMLS	34 %

*If funding has been requested from another federal agency, indicate the agency's name:

3. Schedule of Completion

Work Item	Time Schedule
<ul style="list-style-type: none">• Order and Receive iPods• Build digital exhibitions	8/1/07 – 9/15/07
<ul style="list-style-type: none">• Tour iPod exhibitions to 6 schools	9/16/07 – 12/15/07
<ul style="list-style-type: none">• Return iPods to KFAC for maintenance	12/15/07 – 12/30/07
<ul style="list-style-type: none">• Tour iPod exhibitions to 10 schools	1/1/08 – 5/15/08
<ul style="list-style-type: none">• Return iPods to KFAC for maintenance• Conduct teacher surveys	5/16/08 – 8/15/08
<ul style="list-style-type: none">• Tour iPod exhibitions to 10 schools	8/16/08 – 12/15/08
<ul style="list-style-type: none">• Return iPods to KFAC for maintenance	12/15/08 – 12/30/08
<ul style="list-style-type: none">• Tour iPod exhibitions to 10 schools	1/1/09 – 5/15/09
<ul style="list-style-type: none">• Return iPods to KFAC for maintenance• Conduct teacher surveys	5/16/09 – 7/31/09